
**UNITED STATES DEPARTMENT OF
COMMERCE
NEWS
WASHINGTON, D.C. 20230**



FOR IMMEDIATE RELEASE: May 23, 2005

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**New Technology Solutions to Help Boost Bottom-Line Results
for Minority Entrepreneurs**

Washington, D.C. – Minority business owners seeking to effectively utilize technology to realize their full potential will have access to new technology tools beginning today, announced the Minority Business Development Agency (MBDA).

Two new programs are being rolled out this year by the *Technology Partnership for Small Business Task Force*: ***Biz Tech-Connect Seminars*** and the ***Biz Tech-Connect Online Portal***. Minority business owners attending the *Biz Tech-Connect Seminars* will benefit from an interactive training format designed to address the challenges of IT integration and utilization. Training will focus on e-commerce and customer relations management. Attendees will also receive a DVD with technology resources such as the *Biz Tech-Connect Online Portal*. The *Biz Tech-Connect Seminars* will be hosted by the Task Force in seven cities—New York City; Washington, DC; Miami, FL; Chicago, IL; Los Angeles, CA; Seattle, WA; and San Jose, CA.

As the only federal agency created specifically to foster the growth of minority business enterprises, MBDA helped convene the Task Force to make IT solutions and training more available to minority business owners. “MBDA is proud to be a leading member of the Task Force,” stated MBDA National Director Ronald N. Langston. “With minority business enterprises playing an increasingly important role in the U.S. economy, we must ensure they are taking advantage of every available business solution, especially technology. Greater efficiencies, increased productivity and a global presence can all be achieved through the integration of technology.”

The *Biz Tech-Connect Online Portal* will include six modules designed to address core competency areas for small businesses, including: Marketing & Advertising; E-Commerce; Communications & Mobility; Financial Management, Customer Relationship Management; and Inventory Management & Procurement. Minority business owners visiting the *Biz Tech-Connect Online Portal* will find a roadmap to assess their own business needs and find solutions that are right for them.

“Microsoft shares the commitment of MBDA and will continue to push for IT solutions that will enable minority and women owned business to realize their full potential through technology,” said Alejandra Calatayud, area general manager for the Small and Midmarket Solutions & Partner Group at Microsoft. “We are delighted to have MBDA as a leading member of the Task Force and to contribute to the larger vision of building a strong Nation by helping all entrepreneurs to realize their dreams.”

Minority business owners interested in registering for the *Biz Tech-Connect Seminars* can do so by calling 1-888-613-3787 or by visiting the *Biz Tech-Connect Online Portal* at www.biztechconnect.org.

For more information about all of MBDA’s programs and services for minority small businesses, visit our website at www.mbda.gov.